



# Spare The Air Overview for AQI Conference



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- What we do with the forecast from STI
- Getting out the word to the public and media
- How the episodic program is supported by general outreach
- Media coverage and research





An aerial photograph of Sacramento, California, showing the Sacramento River, bridges, and city skyline. The text "Air Quality Outreach in the Sacramento Region" is overlaid on the top left of the image.

# **Air Quality Outreach in the Sacramento Region**

- 15th year of comprehensive public education program
- 10th year of Spare The Air

**The Fak**

## The Decision

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STA criteria: 127 AQI forecast at more than one air monitoring site. There are 22 sites in the region.

Questions we ask:

- Does the forecast meet STA criteria?
- Forecaster confidence?
- Expected length of episode?



# The Notifications

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- Prepare fax for distribution
- Use web-based faxing service
- Notifications include:
  - Employers
  - News media
  - VIP list (other agencies, Board members)
  - Health Advisory list (schools, etc.) - if necessary

# The Media Buy

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- If it's a Spare The Air day tomorrow:
  - Decide on amount to spend for media buy (paid advertising)
  - Notify ad agency media buyer
  - Buyer negotiates with stations for available time and rates
  - Ads begin airing within 1-2 hours
  - Typical media buy is \$5,000 - \$7,000

## Changeable message signs

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- The Sacramento County Department of Transportation posts advisories for us on its five electronic message signs on major thoroughfares within Sacramento County (see example next slide).



# Electronic Message Signs



**General Awareness**

# General Awareness

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- General air quality awareness advertising and events help maintain awareness between episodes
  - Century movie theaters (3 complexes with close to 50 screens)
  - Sacramento Rivercats baseball
  - General awareness TV and radio advertising



# Century Movie Theater Outreach

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Find out

**SPARE THE AIR**

my

**AIR**

**Sign up**

**SpareTheAir.com**

**SPARE THE AIR**

**Your complete air quality resource.**

# Sacramento Rivercats Baseball

**support clean air**

SpareTheAir.com



**DRIVE LESS**

Summer is



Season.

SpareTheAir.com



Sign up for  
AirAlert



0860097  
AND YOU COULD  
WIN FREE MOVIE  
PASSES.

**Take a swing at  
air pollution**



SpareTheAir.com





# Century Movie Theater Outreach

**Find out what you're breathing right now.**

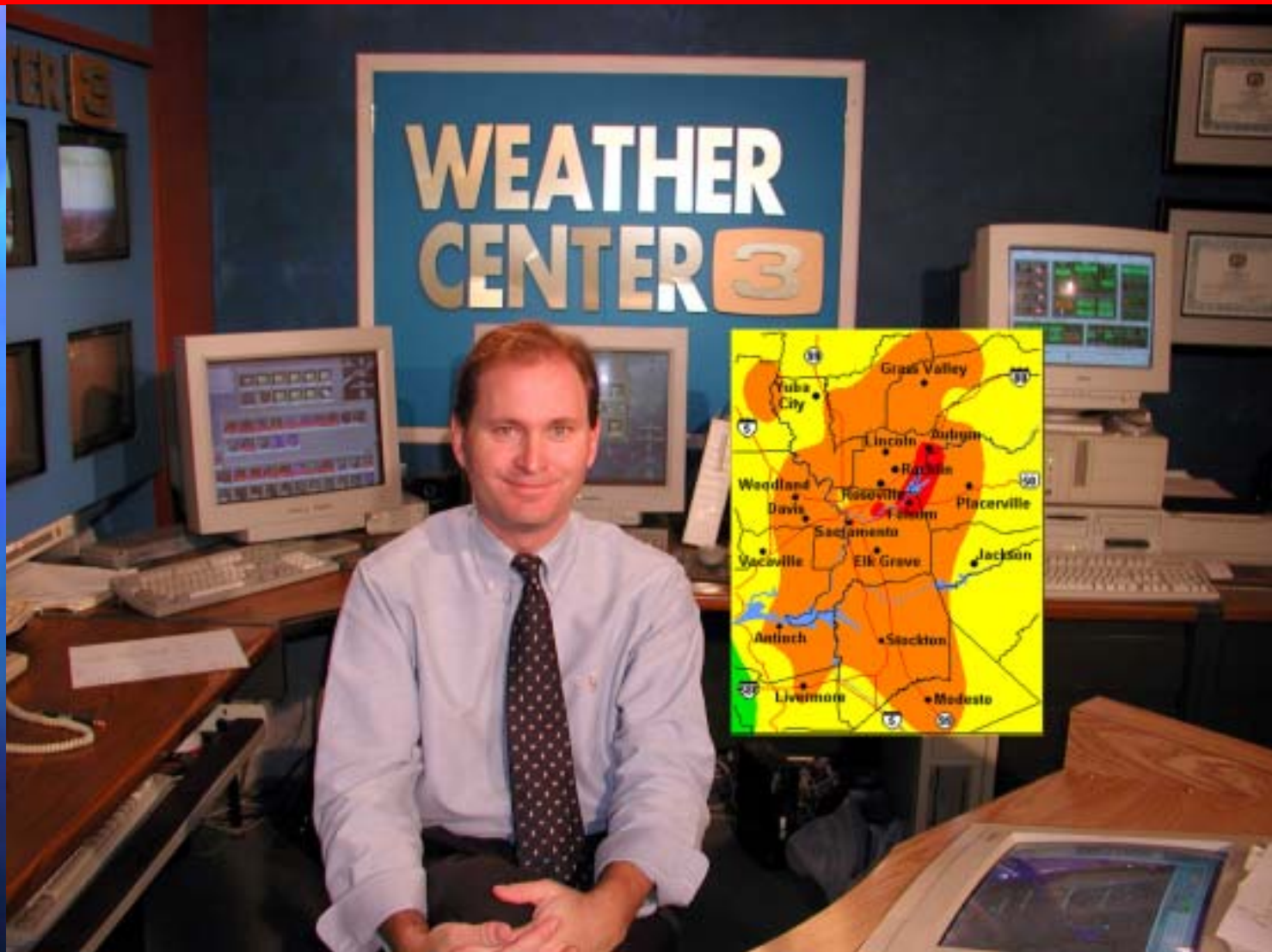


**SpareTheAir.com**



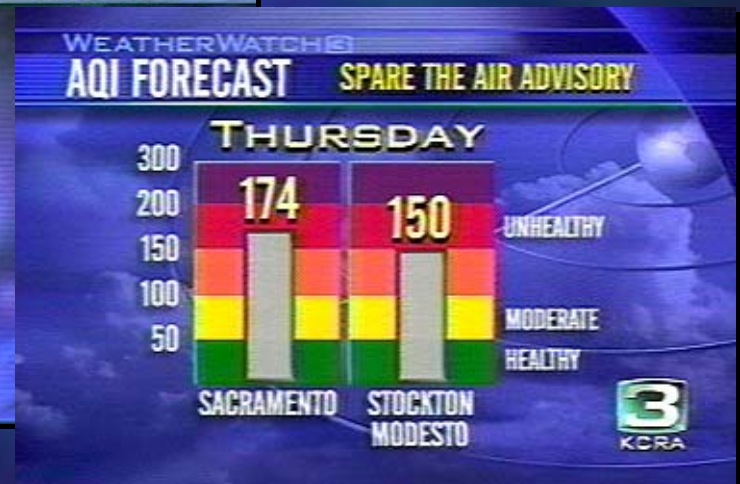
# TV Meteorologists as Clean Air Partners

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# TV Meteorologists as Clean Air Partners

- Public benefits from heavy on-air use of forecasting and mapping products





- Ozone Snapshots illustrate air quality articles in newspaper





# Bad air starts to take toll in Valley

No one is breathing easier as the region's pollution hits high levels again.

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A14 \*\*

## Air: Children under 14 among most vulnerable

► CONTINUED FROM A1  
Still, calls to Seyal's office doubled Wednesday — and are expected to continue so every day this week.

For those with respiratory diseases, he said, the usual dosage of medication is not enough on days like these.

"With this pollution, people with asthma and lung problems really suffer a lot," Seyal said.

Seyal advises people to stay indoors and limit exercise to the early morning hours, or late in the day.

But Earl Withycombe is out and pedaling anyway.

A consulting engineer in air pollution, Withycombe, 53, insists on making his contribution to

clean air. Every day he rides his bike from his Curtis Park home to his office downtown.

Car emissions continue to be the No. 1 cause of air pollution. One bicycle, Withycombe says, is one less car on the road. "I'd rather help those who need more assistance in breathing than I do, those whose lungs are not as healthy as mine," he said.

Children younger than 14 are among the most vulnerable, experts say.

In her day care center at Phoenix School, Nancy Fugate keeps a supply of nasal spray under her desk. "I treated quite a few kids today," she said.

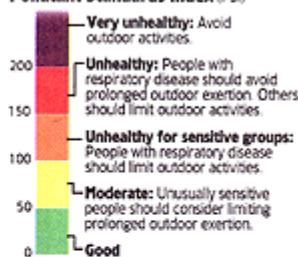
Children don't have their respiratory defenses fully formed, and

SNAPSHOTS OF SMOG IN THE SACRAMENTO REGION WEDNESDAY



The Sacramento Bee • Thursday, June 21, 2001

Pollutant Standards Index (PSI)



Sources: Sacramento Metropolitan Air Quality Management District; www.sacbeebee.com

they can be damaged for life, said Kori Titus of the American Lung Association in Sacramento.

In Auburn, where air pollution tends to be worse after it's pushed by light Valley breezes, tennis instructor Monty Basnyat made sure the kids in his juniors program took extra water and rest this week.

Wheezing, coughing or watery eyes are common symptoms of air pollution, even among healthy people. "In the long run, even healthy people can develop a loss of lung capacity, decreased

lung function and diseases such as asthma, bronchitis and emphysema," Titus said.

The impact of bad air depends not only on your health status, she said, but also on the degree of contamination.

And Sacramento, she said, referring to a Lung Association report released in April, ranks among the 12 worst cities nationwide for air pollution.

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The Bee's Silvina Martinez can be reached at (916) 321-1159 or smartinez@sacbee.com.

### Health tips during high air pollution days

- Avoid strenuous outdoor activity when ozone, smog or other pollution levels are high.
- Avoid congested streets and heavy traffic; motor vehicles are a primary source of air pollution.
- Make sure teachers, coaches and recreation officials know about air pollution levels and act accordingly.
- Watch the calendar.

Ozone smog tends to be worst from May to September.

### Health effects of air pollution

Symptoms may be watery eyes, coughing or wheezing. Even for healthy people, polluted air can cause irritation during exercise or outdoor activities. Actual risk depends on health status, the pollutant type and concentration, and length of exposure.

Source: American Lung Association; Sacramento Metropolitan Air Quality Management District

# TV & Radio

## Free Media

More than 950 documented news and weather stories and mentions per season



## Paid Media

Includes:

- General awareness advertising
- Spare The Air advisories
- At least 12,000,000+ "impressions" per season

# Reaching the Healthcare Community

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- Outreach ideas:

- Countertop tip cards in medical waiting rooms
- Make a presentation to doctors at medical society meetings
- Purchase a database of asthma sufferers in your region & use direct mail



# Outreach to Schools

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## In the Sacramento region:

- Parents & coaches are requesting forecast and real-time air quality information
- They use it to make health-based decisions for sports & outdoor activities



# Outreach to Schools

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- Fax forecasts to coaches, nurses, administrators
- Make them aware of Web site
- Promote availability of ozone mapping and AirAlert for real-time information
- Distribute Save Planet Polluto - air quality CD adventure game

